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www.broward.org/bct

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Palm Tran
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TRI RAIL™
 1-800-TRI-RAIL (874-7245)
www.tri-rail.com

SUMMER FUN ABOARD TRI-RAIL

If you didn't already know, Tri-Rail is one of many participants offering special discounts as part of South Florida Parenting's Kids Fun Pass. For only \$11.95, parents can purchase this pass, which allows children ages 12 and under, to receive free admission and special offers at some of South Florida's most exciting attractions.

Tri-Rail offers each Kids Fun Pass holder one free child's fare per each full-paid adult fare. This offer may be redeemed an unlimited number of times prior to the expiration date of the Kids Fun Pass.

Tri-Rail is the way to go to many South Florida attractions. Kids Fun Pass destinations include the Fort Lauderdale Children's Theater, Museum of Discovery & Science, Wannado City, Miami Metrozoo, Miami Seaquarium, Palm Beach Zoo, Coconut Cove Waterpark and more! For a complete list of participating attractions and to find out where you can purchase the Kids Fun Pass, visit www.southflorida.com/sfparenting/.

For the latest Tri-Rail schedule and fare information, call 1-800-TRI-RAIL.

REMINDER: To better serve you, and our environment, beginning this month, the "Onboard" monthly newsletter will be e-mailed to all Employer Discount Program employers and members who have an e-mail address listed on file. The newsletters can also be found on www.sfrta.fl.gov by accessing the "Newsletters" link on the left-hand side of the Home Page, as well as onboard trains and at stations. EDP employers and members who would like to continue to receive a hard copy of the newsletter may contact Miguel Cabreja at 954-788-7929, or e-mail their request to edp@sfrta.fl.gov.



June 2007

onboard

The latest news from the South Florida Regional Transportation Authority, a partnership between Broward, Miami-Dade & Palm Beach counties.

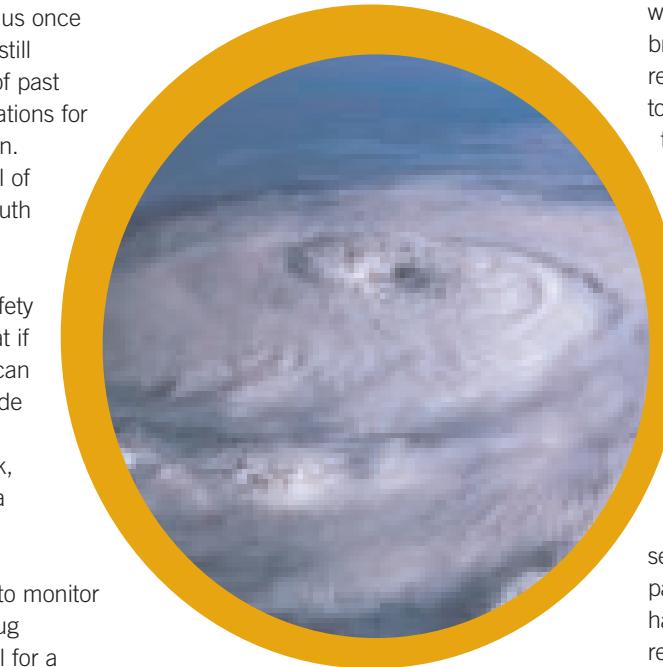
BE AWARE AND PREPARE!

Hurricane season is upon us once again. With many of us still reeling from the effects of past seasons, it is time to begin preparations for what could be another busy season.

The decision to change the level of train service is not one that the South Florida Regional Transportation Authority/Tri-Rail takes lightly. Our primary goals are to ensure the safety of our passengers and to know that if we get riders to a destination, we can get them back. It is a decision made at the senior level by staff from SFRTA/Tri-Rail, Operations, Amtrak, CSX Transportation and the Florida Department of Transportation.

Here's how the process works: Operations contracts Weatherbug to monitor the daily outlook. When Weatherbug determines that there is a potential for a weather-related service impact, they immediately notify Operations, and a series of conference calls is initiated between all of the parties who operate along the South Florida Rail Corridor.

When sustained winds in excess of 35mph are predicted, the real action starts. Since crossing gates cannot withstand sustained winds in excess of that benchmark, CSX Transportation must immediately begin securing all gates; this process can take as long as 48 hours. Without gates in place, the safety of our riders cannot be ensured and service must be suspended.



Next SFRTA/Tri-Rail staff analyzes the projected storm path to determine the safest place to store the trains. That location could be in the yard at Hialeah, in Homestead or as far away as Jacksonville. Service must be shut down to allow sufficient time for the trains to travel to their safe haven. Protecting the trains is critical because the resumption of public transportation is essential to the economic recovery of residents and businesses in the region.

When changes in service are required, SFRTA/Tri-Rail's Marketing Department goes to work. The first calls are to Metro Traffic,

which has been known to begin broadcasting news within five minutes of receiving information. Next, calls are made to local television news desks and finally, to the newspapers. The messages on 1-800-TRI-RAIL (874-7245) and 1-888-GO-SFRTA (467-3782) are changed to reflect the current situation, and updates are posted on the website at www.tri-rail.com.

It is important to also note that SFRTA/Tri-Rail is a member of the Broward County Emergency Management, Emergency Support Function #1 (#1 standing for transportation). All train movements, service disruptions and levels of train service are coordinated through this particular agency. Although SFRTA/Tri-Rail has the capability of transporting area residents from a potential storm-affected area, logistics make it questionable if this would be a logical course of action. SFRTA/Tri-Rail is most valuable in the post-disaster phase, enabling transport support of emergency personnel and non-perishable relief supplies to affected areas.

Recovery efforts to restore service following Hurricane Wilma were complicated by significant structural damage to tracks and crossings, prolonged power outages and massive amounts of debris on the tracks. The lessons learned from the experience of Hurricane Wilma have been incorporated into this year's Tri-Rail Hurricane Preparedness Plan.

(Translations on next page)



South Florida Regional Transportation Authority/Tri-Rail
 800 NW 33rd Street
 Pompano Beach, Florida 33064

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JÉNGALO PRESENTE Y PREPÁRESE!

Otra vez ha llegado la temporada de huracanes. Con muchos de nosotros aun padeciendo los efectos de huracanes recientes, nos toca otra vez comenzar las preparaciones para lo que tal vez podría ser una temporada de mucha actividad ciclónica.

La Autoridad Regional de Transporte del Sur de la Florida/Tri-Rail no toma la decisión de cambiar el nivel del servicio ferroviario sin sopesar a fondo las consecuencias. Nuestras metas principales son asegurar la seguridad de nuestras pasajeros y saber que si los llevamos a sus destinos, los podremos llevar de vuelta a los puntos de partida. Por eso, la determinación se hace conjuntamente por personal a niveles superiores de SFRTA/Tri-Rail, Operaciones, Amtrak, CSX Transportation y el Departamento de Transporte de la Florida.

El proceso se desencadena de la siguiente manera: Operaciones contrata a Weatherbug, un servicio meteorológico, para monitorear el pronóstico del tiempo a diario. Cuando Weatherbug determina que existe buena probabilidad de que el estado del tiempo afecte el servicio, notifica de inmediato a Operaciones, así iniciando una serie de conferencias telefónicas entre todas las partes que operan a lo largo de el Corredor Ferroviario del Sur de la Florida.

Cuando se pronostican vientos sostenidos en exceso de 35 millas por hora, la acción adquiere más urgencia. Dado que los portones de cruce no resisten vientos sostenidos en exceso de esa referencia, CSX Transportation de inmediato debe asegurar cada uno de ellos; ese proceso se podría demorar hasta 48 horas. Sin los portones, no podemos salvaguardar nuestros pasajeros y por lo tanto se debe suspender el servicio.

Luego, personal de SFRTA/Tri-Rail analiza la trayectoria proyectada de la tormenta a fin de determinar la ubicación más segura para guardar los trenes. Esa ubicación podría ser uno de los depósitos en Hialeah y Homestead, o tan lejos como Jacksonville. Se debe suspender el servicio para dar suficiente tiempo para que los trenes lleguen a su destino. Proteger los trenes es de vital importancia porque la reanudación del transporte público es esencial para la recuperación económica de los residentes y los comercios de la región.

Cuando se requieren cambios en el servicio, el Departamento de Mercadeo de SFRTA/Tri-Rail toma riendas en el asunto. Las primeras llamadas son al servicio de Metro

Traffic, que transmitirá las partes o noticias tan pronto como cinco minutos tras haber recibido la información. Luego, se hacen llamadas a la redacción de emisoras de televisión locales y finalmente, a los periódicos de la región. Los mensajes que se escuchan en 1-800-TRI-RAIL (874-7245) y 1-888-GO-SFRTA (467-3782) se cambian para reflejar la situación actual y también se actualiza el sitio Web www.tri-rail.com.

Además, es importante tener en cuenta que SFRTA/Tri-Rail es miembro de la Administración de Emergencias del Condado Broward, Función de Apoyo en Emergencias #1 (#1 lugar en el transporte). Todos los movimientos de trenes y trastornos del servicio, así como los niveles del mismo, se coordinan a través de esa agencia. Aunque SFRTA/Tri-Rail sí tiene la capacidad de transportar residentes lejos de la zona afectada por tormentas, la logística dicta que eso no sería un medida lógica. SFRTA/Tri-Rail cobra más importancia en la fase pos-desastre, transportando tanto personal de emergencia como suministros de socorro no perecederos a las zonas afectadas.

Los esfuerzos de restablecer el servicio tras el paso del huracán Wilma fueron complicados por los importantes daños estructurales sufridos por las vías férreas y los cruces, los cortes de electricidad prolongados y la enorme cantidad de escombros sobre las vías. Lo que se aprendió de la experiencia del huracán Wilma se ha incorporado en el Plan de Preparación para Huracanes de Tri-Rail para el año en curso.

PRAN KONSYANS EPI PARE!

S ezon siklon lan rive sou nou la a. Pandan anpil nan noua p refè akòz efè sezon ki dejá pase yo, li lè pou kòmanse prepraryon pou sa ki sanble ap yon lòt sezon ki byen mouvante.

Desizyon pou chanje nivo tren sèvis la se pa yon desizyon Ajans Transpò Sid Eta Florid/Tri-Rail pran kè pòpòz. Premye objektif nou se asire sekirite pasaje yo epi pou nou konnen si nou mennen pasaje nan yon destinasyon, nou kapab fè yo tounen tou. Se yon desizyon ki te fèt nan nivo siperyè administrasyon: se anplwaye SFRTA/Tri-Rail, Operasyon, Amtrak, CSX Transportation ak Depatman Transpò Eta Florid ki te pran desizyon sa a.

Men kijan pwosede an fonksyone: Depatman Operasyon kontrakte Weatherbug pou siveye pèspektiv pou jounen an. Lè Weatherbug deside kapab potansyelman gen yon enpak sou sèvis tren yo ki gen pou wè ak

lameteyo, yo avèti Depatman Operasyon an touswuit, epi tout pati yo k ap opera sou Koridò Chimendfè Sid Eta Florid ap rele youn lòt pou diskite sou sa nan apèl konferans.

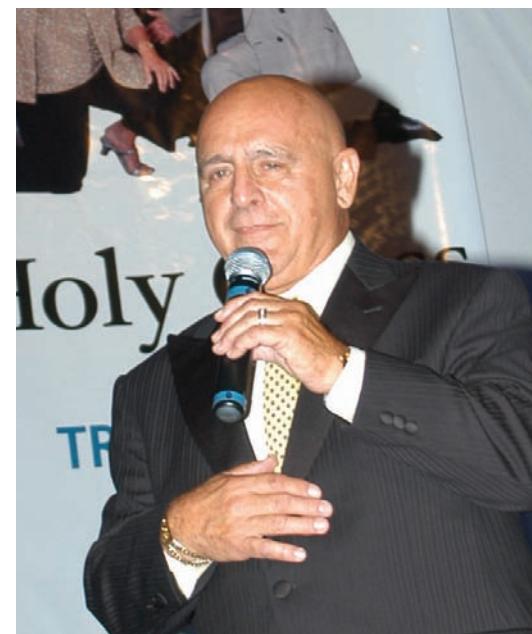
Lè rapò lameteyo prevwa ap gen van kontini ki plis pase 35mph, se lè aksyon an ap kòmanse toutbon vre. Akòz baryè yo pa kapab sipòt van ki pi fò pase vitès referans sa a, CSX Transportation dwe ranfòse tout baryè yo san pèdi tan; pwosesis sa a kapab dire jiska 48èdtan. Si pa gen okenn baryè ki anplas, nou pa kapab asire sekirite pasaje yo e nou dwe sispann sèvis la.

Pwochen gwoup anplwaye SFRTA/Tri-Rail yo pral analize trajekta loraj la ki pwojte pou kapab deside kote ki gen mwens danje kote yo kapab pake tren yo. Anplasman sa a kapab gar triyaj Hialeah, gar triyaj Homestead la oswa yokapab deside voye tren yo jouk Jacksonville. Nou dwe sispann sèvis la pou kapab bay tren yo ase tan pou yo kapab rive nan abri yo. Li trè zempòtan pou nou pwoteje tren yo, poutèt li esansyèl sèvis la kapab tounen jan li te ye arvan pou pèmèt tout rezidan ak antrepriz nan rejyon an refè ekonomikman.

Se lè nou blije fè chanjman nan sèvis la ke Depatman Maketing SFRTA/Tri-Rail ap kòmanse travay. Nou toujou rele Metro Traffic anpremye, poutèt li gen repitasyon li kòmanse difize nouvèl senk minit apre li fin resevwa enfòmasyon yo. Apre sa, nou rele sal redaksyon estasyon televizyon lokal yo, lèfini, nou rele jouno yo. Nou chanje mesaj ki sou 1-800-TRI-RAIL (874-7245) ak 1-888-GO-SFRTA (467-3782) pou yo reflete sitiyasyon aktyèl k ap dewoule epi nou afiche mizajou yo sou sit wèb nou an: www.tri-rail.com.

Li enpòtan pou sonje SFRTA/Tri-Rail se yon manm Administrasyon Ijans Broward County (Broward County Emergency Management), Fonksyon sipò ijans #1 (Emergency Support Function #1, kote #1 reprezante transpò). Se ajans sa a espesyalman ki kowòdone tout mouvman tren yo, enteripsyon sèvis ak kantite sèvis tren. Menmsi SFRTA/Tri-Rail gen kapasite pran rezidan zòn nan kin an yon zòn yo prevwa kote pral gen loraj, lalojistik deside sa p ap yon fason lojik pou pwosede. SFRTA/Tri-Rail gen plis vale pandan faz ki vini apre loraj la fin pase, pou pèmèt sipò transpò pèsonèl nan ka dijans yo ak transpò aliman ki pa kapab gate rive nan zòn ki afekte yo.

Efò pou sove moun apre Siklon Wilma te vin konplike poutèt ray tren ak baryè yo te domaje anpil, poutèt te gen blakawout ki te dire anpil tan epi poutèt te gen gwo kantite debri ki te tonbe sou ray tren yo. Nou te entegre sa nou te aprann grasa eksperyans sa a nou te genyen ak Siklon Wilma nan Plan Preparasyon pou Siklon Tri-Rail la.



Congratulations to Sonny Allegro and special recognition to all 125 seniors who auditioned to be a part of Senior Idol.

HOLLYWOOD RESIDENT NAMED SENIOR IDOL

Though the competition was close, Sonny Allegro of Hollywood was crowned the winner of Holy Cross Hospital's Senior Idol, presented in part by Tri-Rail. Allegro was one of 12 talented finalists who competed at Parker Playhouse. Allegro walked away with the \$1,000 cash prize and a pass to ride Tri-Rail, free, for one year.

The show opened with 2006 Senior Idol Winner Don Ladd's rendition of "The Best is Yet to Come," followed by a performance by the Florida Theatrical Association's "Broadway's Class Act." Stu Grant of Love 94's Sunday Jazz Brunch served as the emcee for the evening, welcoming each contestant to the stage.

The South Florida Regional Transportation Authority/Tri-Rail's Marketing Director Bonnie Arnold was one of the judges, along with The Galleria at Fort Lauderdale's Marketing Director Melissa Milroy and the Florida Theatrical Association's Director of Education Jesse Carlo. They each had the difficult task of selecting the Senior Idol winner, as well as runners-up Victor Keiser of Delray Beach and Mel Greenstein of Miami.

The finalists also included Michael Angel, Jerome Hafer and Shirley Rothbart of Boca Raton, Penny Eman and Philip Finkelstein of Coconut Creek, Gary Zicholtz of Lake Worth, Joey Conza of Margate, Margaret Cinelli of Plantation and Marie Gervasi of Sunrise.

Tri-Rail partnered with Holy Cross Hospital as part of its senior outreach program. Tri-Rail provided each contestant with a free roundtrip Tri-Rail ticket.

DUNKIN' DONUTS OFFERS UP A SWEET BEGINNING

D unk'in' Donuts has partnered with Tri-Rail to offer a tasty treat for riding the train! Now through July 15, 2007, consumers can visit www.tri-rail.com to receive a complimentary roundtrip Tri-Rail ticket, and automatically be registered for the chance to win free coffee and donuts for one year, compliments of Dunkin' Donuts.

"Dunkin' Donuts is pleased to be working with Tri-Rail on this initiative," said Field Marketing Manager Jan Shomo, Dunkin' Donuts. "Our coffee and donuts are a great treat for commuters on their way to work, especially since America runs on Dunkin'."

As part of this effort, Dunkin' Donuts will display posters and promotional cards at their 230 South Florida locations. The campaign, "Getting you there on the double," will promote Tri-Rail's new and improved service with 50 weekday trains and 20 or 30-minute service during rush hour.

Dunkin' Donuts will also offer a Tri-Rail "On the Go" special at participating locations throughout the tri-county area. With the purchase of a medium or large double-brewed iced coffee, consumers will receive a free donut. Consumers must present the special Tri-Rail "On the Go" coupon to take advantage of this offer. Coupons can be found at www.tri-rail.com or will be displayed within Tri-Rail advertisements placed in select local newspapers during June 2007.

"We enjoy partnering with businesses, such as Dunkin' Donuts, that support our mission to promote public transportation," said Marketing Director Bonnie Arnold, South Florida Regional Transportation Authority/Tri-Rail.

TRI-RAIL™
Getting you there on the double!





Take a free ride on Tri-Rail & Win Coffee and Donuts for 1 Year!
Just go to www.tri-rail.com to print a free roundtrip train ticket and enter for the chance to win free Dunkin' Donuts' coffee and donuts for one year.
RTA SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY

(See back for details)

DEDICATED FUNDING FOR THE FUTURE

T he South Florida Regional Transportation Authority would like to express its gratitude to State Representative Julio Robaina and State Senator Steven Geller for their efforts on behalf of the SFRTA during the Fiscal Year 2007/08 Legislative Session. Through their commitment, and with the support of our legislative delegation, a bill was passed in the last few minutes of session, which will allow the SFRTA to receive dedicated funding once a source is identified. It is unfortunate that a dedicated revenue source was not secured during the FY 07/08 session, which would have provided the SFRTA with the funding necessary to plan, develop and implement a viable regional transportation network. Rest assured, the SFRTA will return to Tallahassee next year and will continue to fight for the transportation funding South Florida so desperately needs.

We look forward to the steadfast support of our legislators and will continue to work in a positive way with Secretary of Transportation Stephanie Kopelousos and Governor Charlie Crist to help solve the transportation problems facing South Florida.